


TO Business

 **TORONTO** Economic Development

...speaking with the business community

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1. Agenda for Prosperity - Prospectus for a great city

Tuesday, January 29, 2008 City Council unanimously approved Toronto's Agenda for Prosperity - a bold, innovative action plan that will stimulate economic competitiveness and growth, enhance liveability, and create opportunity for all Torontonians.

The Agenda was prepared by the Mayor's Economic Competitiveness Advisory Committee comprised of business, labour, and academic leaders convened in June 2006.

"The Agenda is a testament to what can be achieved through continued collaboration between the private, labour, community and academic sectors, together with the Toronto Civil Service. This document will serve as a roadmap for getting Toronto to a place that is prosperous for all, not just some," said Mayor Miller.

The Agenda is built on four pillars.

Pillar 1: Proactive Toronto: Business Climate

- Improve the business climate within the city to enable, accelerate and attract economic growth.

Pillar 2: Global Toronto: Internationalization

- Diversify Toronto's international portfolio by substantially increasing economic activity with cities beyond North America with a focus on emerging markets.

Pillar 3: Creative Toronto: Productivity and Growth

- Anchor and expand strategic industry sectors through increased competition and

collaboration.

Pillar 4: One Toronto: Economic Opportunity and Inclusion

- Enhance and expand Toronto's labour force and ensure that all residents have equitable access to the benefits of Toronto's enhanced economic competitiveness and growth.

The authors of the Agenda indicate that Toronto has many competitive advantages; however, continued success is not guaranteed. Toronto needs to, and can do, a better job of promoting, integrating and aligning its competitive advantages.

As Mayor Miller stated in speaking to the Canadian Club on February 11, "By working together we will make Toronto the great 21st Century city we all want and deserve. A prosperous, livable city with opportunity for all."

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2. Implementing the Agenda for Prosperity

Adhering to the Four Pillars outlined in the report, initiatives are already underway to implement the Agenda for Prosperity.

• Council endorses tax incentive program to attract industry and jobs to Toronto

Responding to the Agenda's *Proactive Toronto: Business Climate* recommendations, Toronto City Council has endorsed the creation of a financial incentive program to support the growth and expansion of industrial, technological, research and creative-oriented businesses.

The incentive program as proposed applies to specific economic activities linked to key sectors of the City's economy, and to brownfield remediation related to public policy objectives.

The proposed Tax Increment Equivalent Growth program (TIEG) is proposed to attract investment in such industries as life sciences - biotechnology, information technology, environmentally friendly products, tourism, film and other screen based industries, and manufacturing.

Under the proposed program, new development in the eligible sectors would receive a rebate of 60 per cent of the incremental property tax over a 10-year period. Additional grants would be available for brownfield remediation.

The Economic Development & Culture Division is in the process of consulting with the business community on the incentive program. The program will be reported to Planning and Growth Management Committee on April 10th and to City Council at its April 28 meeting.

You are encouraged to comment on the proposals at www.toronto.ca/business/tax-increment-equivalent-grant. For more information call 416-392-1003 or email incentives@toronto.ca.

• BizPaL - governments working together for business

The City of Toronto is collaborating with provincial and federal governments to offer the Toronto BizPaL program. This web-based service which takes advantage of technology to provide a higher level of customer service provides a customized list of permits and licences needed for starting or expanding small businesses.

The service is a key strategic action proposed in the Agenda for Prosperity to support small business and improve the capacity of entrepreneurs to form and grow small businesses by expanding e-services offered to the business community, specifically making it easier to find information and make applications on-line.

To learn more about the program, attend the official BizPaL launch on Friday, February 29 at 9 a.m. at Toronto City Hall, 100 Queen Street West, Committee Room 2.

*** Toronto business advocates promote our city**

Toronto owes much of its success to the vision and talent of its entrepreneurs, independent business owners and multinationals who work together to develop innovative new products, provide services and build a first-rate infrastructure.

Business, academic and labour leaders also have been promoting the city's competitive advantages to their contacts world-wide. This is having a remarkable impact in Toronto's ability to attract talent and investment and help grow the business community.

Aligned with the Agenda's *Global Toronto - Internationalization* pillar, the City has created a Business Advocate program which builds upon and enhances the volunteer support that business leaders have been providing in promoting the City. When attending international conferences or meetings, Advocates are provided with an information kit to assist in any discussions they have with people interested in Toronto as an investment locale.

For more information about the program, contact advocate@toronto.ca

*** TFI - a business model for NYC, L.A. and others**

The Toronto Fashion Incubator (TFI) is an example of sector growth and incubation at its best. TFI is a non-profit, small business centre dedicated to nurturing, promoting and supporting new fashion designers and entrepreneurs. At its inception over 20 years ago, TFI was the world's first official fashion incubator and has since provided the model for similar organizations in New York, Chicago, Montreal, Los Angeles, Sydney and Dublin.

Together with TEDCO (Toronto Economic Development Corporation), the City of Toronto and several corporate sponsors, TFI helps its members develop the creative, marketing and business skills necessary to thrive and grow. The facility offers strategic programs, business consulting, shared facilities, informative seminars, resources and marketing assistance.

Working throughout the Canadian and international fashion industry, TFI's hundreds of members and alumni include: Joeffer Caoc, CinCyn, Comrags, Rosa Costanzo, David Dixon, Pina Ferlisi, Arthur Mendonca, and Mercy.

For more information visit www.fashionincubator.com.

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3. Youth employment research study launched

In conjunction with the City of Toronto's Youth Employment Partnership project, Employers Access to Support & Employees (EASE) is asking Toronto employers to become involved in research to identify employment needs and determine when young people, aged 16-29, may be appropriate candidates for current and future recruitment needs.

To contribute to the research and receive a free human resources guide to hiring youth, [click here to complete the short survey](#).

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4. TO - one of world's best economic centres

The Standard & Poor's 2007 Industry Report Card ranked Toronto as one of the top 10 economic centres in the world. Toronto's role as a major Canadian economic hub, its depth of services, and well-diversified economy earned the city top marks, beating more than 15,000 local, state, and regional American governments, and more than 340 governments in 27 countries. Toronto joins Chicago, London, Los Angeles, Madrid, Milan, Moscow, New York City, Paris and Yokohama on the list.

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5. Business leaders join MaRS

MaRS is a non-profit innovation centre connecting science, technology and social entrepreneurs with business skills, networks and capital to stimulate innovation and accelerate the growth of successful Canadian enterprises.

MaRS Discovery District has appointed three distinguished business leaders to its Board of Directors which is chaired by Dr. John R. Evans, COO.

Geoffrey Matus, President of Mandukwe Inc., as well as Chairman of Cidel Bank & Trust Inc., Tricon Capital Group Inc., NexGen Financial Services Limited Partnership and Bilrite Industries, is also a member of the Governing Council of the University of Toronto.

William White, President of DuPont Canada since 2006 is also chair of Purdue University's Mechanical Engineering advisory committee.

Gordon Nixon, named Canada's Outstanding CEO of 2007 by the Financial Post is President and CEO of RBC and sits on the Board of Directors of the Hospital for Sick Children, The International Monetary Conference and Catalyst Canada.

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6. Design guidelines for "greening" parking lots

City Council approved the draft Design Guidelines for 'Greening' Surface Parking Lots. The Guidelines provide specific strategies and measures which developers, designers and reviewers of surface parking lots can apply to help meet Official Plan policies and environmental performance targets of the Toronto Green Development Standard.

The Design Guidelines for 'Greening' Surface Parking Lots apply to the design, review and approval of all developments containing surface parking.

The Guidelines have city-wide applicability and will normally apply to the evaluation of design alternatives in rezoning, official plan amendment and site plan applications. Owners of existing parking lots are not required, but are encouraged, to make alterations and improvements consistent with the Guidelines at the time of resurfacing or other appropriate phase in the development life-cycle.

The Guidelines respond to both the urban design and environmental challenges associated with a surface parking lot and are intended to create surface parking lots that are not only efficient, but also safe, attractive and environmentally responsible.


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7. Osgoode Hall - Canada's top law school

For the second time in three years, *Canadian Lawyer* magazine has ranked Osgoode Hall Law School, York University first in Canada in its 2008 Law School Survey

Osgoode ranked ahead of 13 other law faculties across the country.

High marks were awarded for Osgoode's curriculum and faculty, and the school was strongly recommended by alumni as a great place to get a legal education.

To view the survey results and rankings, click here (PDF).


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8. Calendar

March: E-Commerce Seminars at Enterprise Toronto

Enterprise Toronto is hosting a free E-commerce seminar series for Toronto entrepreneurs.

March 3: Website Planning & Evaluation

March 6: E-Marketing

March 10: Website Planning & Selling on the Internet

March 13: Internet Security

March 17: E-Business Blueprint

For further details and registration, visit www.enterprisetoronto.com.

March 26, 2008: Small Business Arts Forum

North York Civic Centre, 5100 Yonge Street, from 9 a.m. to 4 p.m.

The Small Business Arts Forum offers *Empowering the Entrepreneur in the Arts*, a day-long forum to develop and enhance business skills in the arts community, promote entrepreneurship, and bring together individuals and businesses.

The Forum will feature a full day of interactive programming with keynote presentation, informative roundtable "peer-to-peer" discussions, educational seminars and networking.

Register online at www.enterprisetoronto.com or call 416-395-7416. Space is limited, so early registration is recommended.


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9. Contact us

Contact us at cknipfel@toronto.ca with ideas for future newsletter topics, questions about issues raised, or to add names to our distribution list.


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10. Here to help

If you are looking to expand or relocate, if you need assistance with city, provincial or federal agencies, contact investing@toronto.ca. We are able to put you in touch with

key contacts to expedite your business plans.

Check out Toronto's comprehensive business services at www.toronto.ca/business.

To access past issues of TO business, [click here](#).

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